

# OIL AND GAS SECTOR INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

## KNOWLEDGE & OCCASION QUIZZES

- Sustainable energy is the next big thing. Do you know enough about it?
- Do you know enough about Natural Gas? Take the quiz.
- Are you aware that natural resources are declining?



INCREASE **SOCIAL**  
ENGAGEMENT

## LINKS TO LIVE INDUSTRY EXAMPLES

- [Test your Oil knowledge!](#)
- [Check out this Energy Quiz](#)
- [Are you an energy genius?](#)



GROW **AWARENESS**



SPARK  
**CONVERSATIONS**

MIDDLE OF THE FUNNEL

## PRODUCT RECOMMENDATIONS

- Which is your ideal sustainable car?
- Why is a diesel car better than a petrol car?



STAY **TOP OF MIND**

## COST CALCULATORS

- How much will it cost when you switch to sustainable energy resources?
- Calculate the cost of the Natural Gas used to travel to your office?
- How much do you spend on Petrol VS Diesel in a year?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

## SAVINGS & ROI CALCULATORS

- Calculate your savings once you start using Natural Gas
- Calculate your savings when you switch from Petrol to Diesel.



CREATING **LOYALTY**



**INFLUENCE** DECISIONS

## COMPETITOR FOCUSED

- Why XYZ Gas Ltd. Is a better option than ABC Ltd.?
- According to you, which Company's oil is the purest?



GROWING **MQL**